

REMARKS

Claims 1-40 are pending in the above-identified application and were rejected. With this Amendment, claims 1, 5, 16, 20, 24, 32, and 35 were amended, and claims 2, 6, 21, and 25 were cancelled. Accordingly, claims 1, 3-5, 7-20, 22-24, and 26-40 are at issue.

I. 35 U.S.C. § 103 Obviousness Rejection of Claims

Claims 1,3-5,7-9, 16-20, 22-24, 26-28, and 32-38 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Wolzien (U.S. Patent No. 5,761,606) in view of Moon et al. (U.S. Patent No. 3,919,479). Claims 2, 6, 10-15, 21, 25, and 29-31 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Wolzien in view Moon et al. and in further view of Matthews, III et al. (U.S. Patent No. 6,025,837). Claims 39 and 40 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Wolzien in view of Moon et al and in further view of Goldschmidt Iki et al. (U.S. Patent No. 6,226,444). Applicants respectfully traverse these rejections.

Claim 1, as amended, is directed to an information transmission/reception system comprising transmission means for generating and sending out a transmission signal containing a commercial message; detailed information furnishing means for furnishing detailed information related to the commercial message; access site information furnishing means for furnishing access site information corresponding to the detailed information furnishing means; and signal processing means. The signal processing means includes a detecting section for detecting the commercial message from the transmission signal sent out from the transmission means, a first connecting section for connecting to the access site information furnishing means, a first acquisition section for acquiring the access site information corresponding to the commercial

message detected by the detecting section from the access site information furnishing means connected to the first connecting section, a second connecting section for connecting to the detailed information furnishing means based on the access site information acquired by the first acquisition section, and a second acquisition section for acquiring the detailed information related to the commercial message detected by the detecting section from the detailed information furnishing means connected to the second connecting section. The detecting section detects transmission time as the commercial message in the transmission signal and a frequency or a transmission channel of the transmission signal; the first connecting section connects to the access site information furnishing means; and the first acquisition section acquires the access site information associated with the transmission time as the commercial message and the frequency or the transmission channel of the transmission signal, which are detected by the detecting section.

The Examiner states that the access site information (i.e., URL) of Wolzien could be interpreted as being located in the access controller or at the online providers location; however, the online providers location in Wolzien does not furnish access site information corresponding to the detailed information furnishing means, as required by claim 1. In addition, in Wolzien, the access controller does not acquire the access site information associated with the transmission time as the commercial message and the frequency or the transmission channel of the transmission signal, which are detected by the detecting section, as required by claim 1. Although Matthews may disclose a system in which an Electronic Programming Guide detects the signal transmission time and channel via a connection to an enhanced content and media server, it would not have been obvious to one of ordinary skill in the art at the time of applicant's

invention to acquire the access site information associated with the transmission time as the commercial message and the frequency or the transmission channel of the transmission signal, which are detected by the detecting section, as required by claim 1. For reasons similar to those discussed above with regard to claim 1, Applicant respectfully submits that claims 1, 3-5, 7-20, 22-24, and 26-40 are also allowable over Wolzien in view of Moon et al., Matthews, and/or Goldschmidt Iki et al. Accordingly, Applicants respectfully request withdrawal of these rejections.

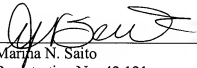
II. Conclusion

In view of the above amendments and remarks, Applicants submit that all claims are clearly allowable over the cited prior art, and respectfully request early and favorable notification to that effect.

Respectfully submitted,

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By: _____


Marina N. Saito
Registration No. 42,121
SONNENSCHNEIN NATH & ROSENTHAL LLP
P.O. Box 061080
Wacker Drive Station, Sears Tower
Chicago, Illinois 60606-1080
(312) 876-8000